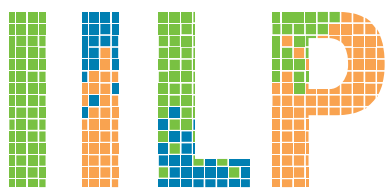


4-22-2009

## What is the greatest principle in advertising law? Puffery!

New York Law School



Institute for  
**INFORMATION  
LAW & POLICY**  
at New York Law School

What is the greatest  
principle in advertising law?

**Puffery!**

**Speaker**

Anthony diFrancesca '05  
ABC Television

Wednesday, April 22, 2009

6:00–7:30 p.m.

IILP office, 40 Worth Street, Room 706

Anthony diFrancesca will look at the greatest principle in advertising law: puffery. The audience will have a chance to participate in a discussion on puffery case law, advertising scenarios, the policies behind the law of puffery, and whether the law fulfills the policies.

diFrancesca is an Editor in ABC Television's department of Broadcast Standards & Practices. He primarily is responsible for the clearance of commercials in several key categories including financial products and institutions, alcoholic beverages, hospitals and schools, petroleum products and energy companies, and paper products. diFrancesca also serves on the Challenge Team which is ABC's internal review process for competitive challenges to advertising on the network.

RSVP to [naomi.allen@nyls.edu](mailto:naomi.allen@nyls.edu). Seating is limited.